Flow experience of consumers in global coffee shops: Evidence from an emerging market

Küresel kahve dükkanlarında tüketicilerin akış deneyimi: Gelişmekte olan bir pazardan bir kanıt

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Abstract

This study aimed to examine the effect of the flow experience of global coffee shop consumers on the intention to recommend and revisit and the effect of satisfaction on the intention to recommend and revisit. It also aimed to determine whether satisfaction mediates the relationship between flow experience and intention to recommend and revisit. Data were obtained through an online questionnaire by young consumers in Türkiye, an emerging market. Simple linear regression and mediation analysis were applied to test the hypotheses. The major findings indicated that both flow experience and satisfaction significantly affected these behavioural intentions. Moreover, the findings empirically confirmed and theoretically proved that satisfaction was important due to its direct effect on behavioural intention and its indirect effect on how flow experience affects behavioural intention as a mediator. This study is expected to provide significant evidence that expands the knowledge of consumer behaviour by identifying and explaining the relationship between flow experience and behavioural intention.

Keywords: Flow Experience, Satisfaction, Behavioural Intention

Jel Codes: M30, M31, M39

Öz

Bu çalışmanın amacı, küresel kahve dükkanı tüketicilerinin akış deneyiminin tavsiye etme eğilimi ve tekrar ziyaret etme eğilimi üzerindeki etkisini ve memnuniyetin tavsiye etme eğilimi ve tekrar ziyaret etme eğilimi üzerindeki etkisini incelemektir. Ayrıca çalışma, akış deneyimi ile tavsiye etme ve tekrar ziyaret etme eğilimi arasındaki ilişkiye memnuniyetin aracılık edip etmediğini belirlemeyi de amaçlamıştır. Veriler, gelişmekte olan bir pazar olarak Türkiye'deki genç tüketiciler tarafından doldurulan çevrimiçi bir anket aracılığıyla elde edilmiştir. Hipotezlerin test edilmesinde, doğrudan etki ile ilgili hipotezler için basit doğrusal regresyon analizi, verilen ilişkilerde memnuniyetin aracı değişken olup olmadığını belirlemek için aracılık analizi kullanılmıştır. Başlıca bulgular, hem akış deneyiminin hem de memnuniyetin bu davranışsal eğilimler üzerinde önemli bir etkiye sahip olduğunu göstermiştir. Ayrıca bulgular, davranışsal eğilim üzerindeki doğrudan etkisi ve akış deneyiminin davranışsal eğilimi nasıl etkilediği üzerindeki dolaylı etkisi nedeniyle memnuniyetin önemli olduğunu ampirik olarak doğrulamakta ve teorik olarak kanıtlamaktadır. Bu çalışmanın, akış deneyimi ile davranışsal eğilim arasındaki ilişkinin doğasını belirleyerek ve açıklayarak tüketici davranışındaki mevcut bilgiyi genişleten önemli kanıtlar sağlaması beklenmektedir.

Anahtar Kelimeler: Akış Deneyimi, Memnuniyet, Davranışsal Eğilim

JEL Kodları: M30, M31, M39

Introduction

Coffee is among the most traded commercial products in the global business environment (Kim, Kim, and Lee, 2019), while its industry is also one of the most lucrative industries in food/beverage globally (Han, Nguyen, Song, Chua, Lee, and Kim, 2018) that is addressed as "*a high value-added business*" (Jang and Lee, 2019: 1). In the postmodern era, coffee is claimed as a global product that pleasures belonging to the majority through a sense of owning global products, and global coffee shops are important actors in coffee consumption preferences (Değerli and Değerli, 2019). Besides selling speciality coffees and various food/beverage (Han et al., 2018), these shops provide music, cable TV, free internet etc., for consumers, creating a service atmosphere where they feel comfortable (Susanty and Kenny, 2015). Its atmosphere is an important reason to choose these shops (Bayındır and Önçel, 2019). They also enable consumers to socialize in a decent environment while hanging out and having meetings where possible (Dhisasmito and Kumar, 2020). Previous studies demonstrate that spending time with friends in these shops is an important factor in consumers' preference for them (Arslan, 2019; Bayındır and Önçel, 2019). The rapid growth in a number of these shops and the high competition among them lead to sustainability and new marketing strategies to achieve sustainability of business and growth (Jang and Lee, 2019).

Sustainable marketing is defined as "*meeting current needs in a way that preserves the right and options of future generations of consumers and businesses*" by Kotler and Armstrong (2021: 583). This concept covers customer-oriented and customer-value marketing as principles that aim to fulfil targeted customers' needs by creating value for consumers and enhancing customer experience (Kotler and Armstrong, 2021). Moreover, consumer experience and post-purchase comments are suggested as valuable new research frontiers for marketing (Sheth, 2021).

The importance of flow refers to the optimal experience of individuals (Csikszentmihalyi (1975, 2002). It is stressed in marketing because it encourages both cognitive response and attitudinal and behavioural response (Noort, Voorveld, and Van Reijmersdal, 2012). Satisfaction is also vital for businesses because of ensuring customer loyalty, acquiring new customers thanks to satisfied customers, repurchasing, and profitability (Kim, Park, and Jeon, 2021a; Kim, Yoo, and Jeon, 2021b). However, a research gap is pointed out regarding studies examining customer satisfaction in coffee shops (Lee, Moon, and Song, 2018). Behavioural intention is claimed as a critical indicator for understanding business success, as it relates more to actual behaviour (Kang, Lee, and Namkung, 2018). In addition, mediation can explain the causal relationship between variables (MacKinnon, 2001), and mediation analysis can provide an understanding of why and how a relationship exists between two parameters (MacKinnon, 2008), emphasizing the importance of mediation in marketing science. Therefore, examining the mediating role of satisfaction can provide further insights into why and how there exists a relationship between flow experience and behavioural intentions. Satisfaction is addressed as a significant mediator variable (Kang et al., 2018) in marketing; however, there is a gap in the literature interrogating the mediator role of satisfaction in the relationship between flow experience and behavioural intentions in the context of global coffee shops. In addition, during the pandemic period, global coffee shops were temporarily closed and reopened with some restrictions. It has been observed that the demand for coffee shops has revived with the stretching and lifting of the pandemic restrictions. It is stated that consumers tried to make their coffee experiences at home during the pandemic, and the lack of socializing environment provided by these shops was also felt (Danışmaz, 2021).

The purposes of this study were to explore both the effect of the flow experience of global coffee shop consumers on behavioural intentions such as intention to recommend (ITRECO) and intention to revisit (ITREV) and the effect of satisfaction on these behavioural intentions. It also examined whether satisfaction mediates the relationship between the flow experience of global coffee shop consumers and ITRECO and ITREV. Thus, the research questions were: a) does flow experience have a significant effect on behavioural intention (ITRECO and ITREV) b) does satisfaction have a significant effect on behavioural intention (ITRECO and ITREV) c) does satisfaction mediate the relationship between flow experience and ITRECO d) does satisfaction mediate the relationship between flow experience and ITREV. The main findings demonstrated that flow experience significantly affects these behavioural intentions. In contrast, satisfaction has a fundamental role in the given relationships due to its direct and indirect effects as a mediator variable on how to flow experience affects behavioural intentions. The major contribution of the current research is to present clear and fresh insight into (1) the outcome of the flow experience about behavioural intention and (2) the role of satisfaction as a mediator in the given relationships. Moreover, it is also expected to be useful to researchers and practitioners in service marketing by explaining the causal relationship between flow experience and behavioural intention, providing clear evidence for innovative marketing offerings. In addition, marketing authority draws

attention to emerging markets, which are claimed to be markets where many multinational companies fail even if they succeed in developed countries for the same product (Sheth, 2021). Thus, this study also presents some beneficial insight into consumers in emerging markets because the study was conducted in Türkiye, one of the emerging markets.

Theoretical background and hypotheses

Csikszentmihalyi (1975: 36) has defined the concept of flow as "*the holistic experience that people feel when they act with total involvement*". The author proposed the theory of optimal experience through the flow concept, which refers to a situation where people are completely focused on an activity, and other activities are perceived as unimportant. The flow experience is so enjoyable for individuals that even high costs can't stop them from doing it. (Csikszentmihalyi, 2002). Because of this enjoyment, individuals want to relive the experience (Aykol, Aksatan, and İpek, 2017) and/or continue the activity that gives a flow experience (Gao and Bai, 2014). It is also claimed that the flow experience contributes positively to personal development and can lead to happiness by increasing the life experiences of individuals (Kaya, Metin, and Kozak, 2015). It is noteworthy that studies examining the consequences of flow experience in the literature dominantly focus on the effects of flow on emotional (such as satisfaction) and behavioural variables (such as behavioural intention). The detected effects are predominantly positive (Aykol et al., 2017). The research on flow experience in Türkiye has focused on conceptual studies (Turan, 2019; Ozkara and Ozmen, 2016; Akyol and Aksatan, 2013), theatrical consumption (Aykol et al., 2017), consumers' flow experience in online purchases (Ozkara, Ozmen, and Kim, 2017), the behaviour of online search (Ozkara, Ozmen, and Kim, 2016), indoor recreation facilities (Kaya et al., 2015).

Coffee shops can appeal to consumers' five senses, and these senses encourage consumers' behavioural intentions and favourable emotions (Jang and Lee, 2019). Global coffee shops offer marketing offers stimulating the emotions, experiences, novelty, enjoyment, and desires of their customers, which call for a flow experience. Allegra Strategies has proposed a five-wave group of coffees for its evolution in coffee consumption, and the common point of these five waves is coffee enjoyment. The first wave, which focused on the quality of coffee in the 20th century, was followed by the second wave, which focused on the concept of global coffee chains and enjoyment, with the effect of globalization. In the middle of 2000, the third wave of coffee began, in which the customer's feeling was defined by "love". The 4th wave was described as the "science of coffee", and customers' emotions were defined as "research". The last wave, the 5th wave, which started in mid-2010, is a customer-focused, aspirational, and consumer-experience-driven wave. In Wave 5, the next big step in the global coffee shop evolution, these shops offer targeted customers enjoyable and inspiring experiences (Alegra, 2019). Additionally, the global coffee shop market is projected to capture $201.4 Billion by 2027 (ReportLinker, 2022). The growing market and intensifying competition make it important for these shops to understand consumer behaviour, specifically satisfaction and behavioural intentions (Kim et al., 2021a; Song, Wang, and Han, 2019; Jang and Lee, 2019; Susanty and Kenny, 2015).

The concept of satisfaction is determined by Oliver (1999) as "*pleasurable fulfilment*" and also proposed as "*a function of expectation and expectancy disconfirmation*" (Oliver, 1980: 460). Satisfaction refers to consumers' sense which fulfils some of their needs and wants and achieves goals via consumption that provides contentment (Oliver, 1999). In a service context, customer satisfaction means the overall level of pleasure or gratification customers feel about a service based on its capacity to meet their expectations, needs, and desires (Hellier, Geursen, Carr, and Rickard, 2003). Satisfaction occurs in the case of positive perception when a consumer's expectation about the relevant product is met with the actual performance of the product and/or it performs above their expectation (Kotler and Armstrong, 2021).

The behavioural intention in the consumer behaviour can be considered an important indicator of whether the customers will remain with or leave the company. These intentions consist of not only positive behaviours of consumers in favour of the firm, like a recommendation, word of mouth, spending and paying more, but also negative behaviours against the given firm, such as unfavourable word of mouth, switching, and spending less (Zeithaml, Berry, and Parasuraman, 1996).

Flow experience that is an optimal experience can encourage favourable perception and drive satisfaction of individuals (Gao and Bai, 2014). Csikszentmihalyi and LeFevre (1989) state that the satisfaction levels of individuals in flow are higher than in the absence of flow. In a study examining individuals' happiness according to their activities, socializing and eating were found to provide instant emotional and physiological satisfaction (Csikszentmihalyi and Wong, 2014). Therefore, it seems possible to experience these results in global coffee shops where socializing and eating/drinking occur

in decent conditions. Also, many previous findings have provided empirical evidence about the effect of flow experience on satisfaction (Lu, Wang, and Lu, 2019; Kang et al., 2018; Ali, 2016; Gao and Bai, 2014). Additionally, flow experience is associated with satisfaction (Lu et al., 2019), and favourable experience is more likely to improve satisfaction (Kim et al., 2021a). It can be inferred that the optimal psychological state makes individuals more prone to pleasure or gratification, which means satisfaction. It was expected that the consumer flow experience would affect satisfaction in the context of global coffee shops. Therefore;

H₁: Flow experience will have a positive effect on satisfaction.

Flow experience is an important antecedent of many positive outcomes like satisfaction and behavioural tendency (Kang et al., 2018). The empirical evidence in many previous studies indicates that flow experience significantly impacts behavioural intention (Kim, 2022; Min, 2022; Ryu, Kim, and Kim, 2022; Jang and Lee, 2019; Kang et al., 2018; Ali, 2016; Gao and Bai, 2014). Individuals with flow experience, meaning optimal experience, can feel pleasure and hope to relive that experience, which encourages them to continue acting (Gao and Bai, 2014). In research related to coffee shops, flow experience is determined to significantly affect ITRECO and ITREV (Jang and Lee, 2019). It was expected that consumers' flow experience in global coffee shops could increase their propensity to revisit (due to repeat positive experiences) and recommend. Thus;

H₂: Flow experience will have a positive effect on ITRECO.

H₃: Flow experience will have a positive effect on ITREV.

Customer satisfaction leads to many positive results for service businesses to have competitive advantages. Satisfaction is argued to significantly affect attitude and purchase intention (Oliver, 1980) and be critical in consumer decision-making and behaviour (Han et al., 2018). Many previous findings have claimed that customer satisfaction affects brand loyalty (Dhisasmito and Kumar, 2020; Song et al., 2019; Han et al., 2018), trust (Song et al., 2019), and relationship commitment (Han et al., 2018). They have also addressed the positive effect of satisfaction on (positive) behavioural intentions (Lu et al., 2019; Kang et al., 2018), more specifically in the context of coffee shops (Kim et al., 2021a; Kim et al., 2021b). It has been found that consumers' satisfaction with coffee shops is positively associated with revisiting (Cha and Seo, 2018; Son, 2010) and a tendency of positive word of mouth (Son, 2010). In a study conducted on 3rd wave coffee shops in Ankara, customer satisfaction was found to affect behavioural intention (Kement, 2019) positively. Depending on previous findings, the next hypotheses were as follows:

H₄: Satisfaction will have a positive effect on ITRECO.

H₅: Satisfaction will have a positive effect on ITREV.

It is claimed that mediation occurs if an independent variable creates a mediator which generates a dependent variable (MacKinnon, Warsi, and Dwyer, 1995). According to the common findings (mentioned above) in the literature, flow experience is an antecedent of satisfaction, while ITREV and recommend are determined by satisfaction. Therefore, it can be expected in the context of global coffee shops that satisfaction has a mediator role when flow experience produces satisfaction that generates ITREV and recommendations. Thus, the questions of how and why a relationship is observed between flow experience and behavioural tendencies can be clarified through satisfaction as a mediator. Based on these, the next hypotheses were as follows**:**

H₆: Satisfaction will mediate the relationship between flow experience and ITRECO.

H₇: Satisfaction will mediate the relationship between flow experience and ITREV.

Methods

This study examined the effect of flow experience and satisfaction in global coffee shops on ITRECO and ITREV. Additionally, it aimed to determine whether the mediator role of satisfaction existed in relationships between flow experience, ITRECO and flow experience and ITREV. Data were collected from consumers who were born between 1980-2003 in Türkiye through an online survey. The surveys were conducted between April and June 2022 using convenience and snowball sampling techniques to participate safely and comfortably and obtain data from various cities of Türkiye. Participants were also asked to invite friends born between 1980 and 2003 to fill out the questionnaire form. The determined age range of participants was preferred because these shops mostly have customers in this age range. By using the sample size formula for infinite populations and all elements cannot be determined, the sample size was found to be 381(n) with a 95% confidence interval (Z), ±5% margin of error (e), and 0.50

population ratio (p) (Nakıboğlu, 2007). A total of 381 questionnaire forms were obtained without missing values.

The first part of the questionnaire form asked whether their participation was voluntary, answering yes/no to confirm the participants' voluntary participation. The form also included statements about flow experience, satisfaction, ITRECO and ITREV, which were used to measure research variables, and questions about determining the demographic characteristics of the participants. In the literature review, in addition to the use of a multidimensional scale for flow experience, it was seen that a one-dimensional scale was used for flow experience, especially in studies examining the effect of flow experience on satisfaction/continuance (Gao and Bai, 2014) and behavioural intention (Jang and Lee, 2019; Lu et al., 2019). Similarly, this study used one-dimensional scales to measure flow experience and other research variables. The scales with proven validity and reliability in previous studies were used to assess the research variables. Flow experience was measured using scales from Gao and Bai (2014), Ali (2016) and Kang et al. (2018); satisfaction was adapted from Dhisasmito and Kumar (2020) and Lee et al. (2018), while ITRECO was taken from Lu et al. (2019) and Aykol et al. (2017). ITREV was adapted from Lu et al. (2019) and Jang and Lee (2019). The study used a 7-point Likert scale to determine whether the respondents agreed with the statements in the form with "7, I strongly agree... 1, I strongly disagree". In order to avoid missing values, the form was designed, so the participants had to fill in all statements and questions. Evaluations were obtained from three academicians to support the content validity of the scales. A pre-test was carried out to understand the statements better and prevent meaning and measurement problems. As a pre-test, the first version of the form was conducted with the participation of 50 consumers. The final version of the questionnaire was applied after the necessary corrections were made.

Participants' demographic features were as follows: 60% of total participants were women, half of them were in the 21-30 age group, 35% of them had a personal income higher than 7500TL, and 60% of them were in graduate level. As to the characteristics of the participants based on research variables, they had flow experience (mean was 5.194), satisfaction (mean was 5.166), ITRECO (mean was 4.950), and revisit (mean was 5.413).

The normality was assumed to be satisfied based on the Central Limit Theorem (CTL), which indicates that the means of the samples demonstrate normal distribution as the sample size gets larger (Nakip, 2003). Additionally, to use CTL, the required sample size should be larger than 30 to 50. (Kurtulus, 2004). Simple linear regression analysis was used for the hypotheses about the direct effect. Baron and Kenny's (1986) mediation analysis was also utilized to determine if satisfaction is a mediator in the given relationships. The authors claim the following requirements for mediation: a) the mediating variable should be significantly affected by the independent variable; b) the dependent variable should be significantly affected by mediating variable; c) the independent variable should have a decreased effect (partial mediation) or no effect (full mediation) on a dependent variable if the mediating variable is included in the analysis as an independent variable. The Sobel Test (Sobel, 1982) was also applied to determine whether the mediation effect is significant (Preache and Leonardelli, 2012).

Results

According to the factor analysis for determining the validity, KMO and Bartlett's sphericity test results indicated that KMO: 0.968, Approx. Chi-square: 8593.245, df: 153, $p<0.01$ and % Variance: 84.215. Also, each item was significantly loaded under the relevant factor, and the factor loads were determined between 0.810 and 0.511. Thus, all the factor loading values fulfilled the criterion of 0.5 (Hair, Babin, Anderson, and Black, 2019). Furthermore, the calculated Cronbach's alpha value was as follows: for flow experience: 0.911, for satisfaction: 0.941, for ITRECO: 0.962, and for ITREV: 0.957. Thus, each Cronbach's alpha value calculated to examine the reliability satisfied the criterion of 0.70 (Hair, Celsi, Money, Samouel and Page, 2011).

Table 1 presents the results of the regression analyses for analysing the effects. It was found that flow experience had a significant effect on satisfaction ($\beta=0.924$, $p<0.01$ as in Model 1) and intention to both recommend ($\beta=1.023$, $p<0.01$ as in Model 2) and revisit ($\beta=0.960$, $p<0.01$ as in Model 3), which supported H_1, H_2, and H_3. The results also showed the significant effect of satisfaction on both ITRECO ($\beta=0.976$, $p<0.01$ as in Model 4) and revisit ($\beta=0.859$, $p<0.01$ as in Model 5). Thus, H_4 and H_5 were also supported.

Table 1: The Linear Regression Analysis Results

	B	SE	p
Model 1 R²= 0.717			
constant	0.366	0.160	0.023
flow experience	0.924	0.030	0.000
Dependent v: satisfaction			
Model 2 R²= 0.665			
constant	-0.366	0.200	0.069
flow experience	1.023	0.037	0.000
Dependent v: intention to recommend			
Model 3 R²= 0.720			
constant	0.428	0.165	0.010
flow experience	0.960	0.031	0.000
Dependent v: intention to revisit			
Model 4 R²= 0.719			
constant	-0.090	0.168	0.593
satisfaction	0.976	0.031	0.000
Dependent v: intention to recommend			
Model 5 R²= 0.686			
constant	0.975	0.165	0.013
satisfaction	0.859	0.030	0.000
Dependent v: intention to revisit			

Flow experience: FlowE; Satisfaction: SAT; Intention to recommend: ITRECO; Intention to revisit: ITREV

The results of the mediation analysis performed to examine whether satisfaction had a mediator role in the relationship between flow experience and the ITRECO and the relationship between flow experience and ITREV were summarized in Table 2. The results of the first step pointed out that flow experience (independent variable) significantly affected satisfaction (mediating variable). In contrast, the second step indicated a significant effect of satisfaction (mediating variable) on both ITRECO (dependent variable) and ITREV (dependent variable). These results met the conditions mentioned earlier (a) and (b). As seen in each fourth step (satisfaction as the mediating variable was included in the analysis as an independent variable), both flow experience and satisfaction affected ITRECO [VIF: 3.538 (VIF value<10 (Sipahi, Yurtkoru, and Cinko, 2010), which satisfied multicollinearity condition and D.W. test: 1.925 (range from 1.5 to 2.5 Kucuksille, 2014), which met autocorrelation condition] and ITREV [VIF: 3.538; D.W. test: 2.109], separately. When the third and fourth steps were compared, the results indicated that flow experience affected the ITRECO (β: 1.023; p<0.01), while the effect of the flow experience on ITRECO (β: 0.431; p<0.01) declined (partial mediation) when satisfaction was included as an independent variable in the analysis. Similarly, the effect of flow experience on ITREV (β: 0.960; p<0.01) was observed, while this effect (β: 0.587; p<0.01) reduced (partial mediation) when satisfaction was included in the analysis. Satisfaction partly mediated not only the relationship between flow experience and ITRECO but also the relationship between flow experience and ITREV. The mediating variable can demonstrate only a part of the observed relationship between the dependent and independent variables, defined as partial mediation (Yilmaz and Dalbudak, 2018). Therefore, H_6 and H_7 were supported.

Table 2: The Mediation Analysis Results

Satisfaction will mediate the relationship between	step1	step2	step3	step4	result
H[6]: flow experience and intention to recommend	FlowE-SAT β: 0.924 p:0.000 R^2:0.717	SAT-ITRECO β: 0.976 p:0.000 R^2:0.719	FlowE-ITRECO β: 1.023 p:0.000 R^2:0.665	FlowE,SAT-ITRECO <u>FlowE:</u> β: 0.431 SE:0.060 p:0.000 <u>Sat:</u> β: 0.641 SE:0.055 p:0.000 R^2:0.752	partially mediated
H[7]: flow experience and intention to revisit		SAT-ITREV β: 0.859 p:0.000 R^2:0.686	FlowE-ITREV β: 0.960 p:0.000 R^2:0.720	FlowE, SAT-ITREV <u>FlowE:</u> β: 0.587 SE:0.053 p:0.000 <u>Sat:</u> β: 0.403 SE:0.049 p:0.000 R^2:0.762	partially mediated

Flow experience: FlowE; Satisfaction: SAT; Intention to recommend: ITRECO; Intention to revisit: ITREV

Table 3: The Sobel Test Results

Mediator role of satisfaction in the relationship between:	z	SE	p
flow experience and the ITRECO	22.016	0.040	<0.01
flow experience and the ITREV	20.970	0.037	<0.01

Table 3 shows the results of the Sobel Test. The test results verified the mediator role of satisfaction in the relationship between flow experience and the ITRECO, as well as in the relationship between flow experience and the ITREV.

Discussion and recommendations

While many studies have examined the effects of flow experience, particularly in the consumer behaviour literature, research gaps appear to exist in examining the effect of flow experience for global coffee shops. Therefore, this study attempted to examine the effect of flow experience on satisfaction and behavioural intentions and the mediation role of satisfaction in relationships between flow experience and behavioural intentions by performing empirical research in Türkiye.

The findings of the study are consistent with previous studies (Kim, 2022; Min, 2022; Ryu et al., 2022; Jang and Lee, 2019; Lu et al., 2019; Kang et al., 2018; Ali, 2016; Gao and Bai, 2014), demonstrated that flow experience has a significant positive effect on satisfaction, ITRECO, and revisit. Thus, as the flow experience gets stronger, the ITRECO, ITREV, and satisfaction will also increase. This finding can present empirical evidence that satisfaction and these intentions can be predicted by flow experience. In the context of global coffee shops, flow experience was a significant driver of satisfaction and behavioural intentions, which supported previous findings about restaurant customers (Kang et al., 2018). Flow experience is more likely to contribute positively to individuals' level of satisfaction, as the optimal psychological state makes consumers more prone to pleasure or gratification. The findings also showed that flow experience could lead to consumers' tendency to revisit (repeat positive experiences), share positive experiences with partners, and give them advice.

The major findings in this study confirmed and explained the importance of satisfaction. The findings provided evidence that satisfaction had a significant direct effect on both intentions to recommend and revisit, which is in line with previous research. These findings confirmed that satisfaction is essential to retain and attracting customers (Lee et al., 2018). Furthermore, the findings indicated that the

relationship between flow experience and ITREV and the relationship between flow experience and ITRECO were partially mediated by satisfaction. These findings highlight the causal relationship between the given variables: consumers who experience flow are more likely to feel satisfaction and, in turn, more likely to have ITREV and recommend. Thus, it can be claimed that satisfaction has a fundamental role due to its direct impact on the given behavioural intentions and indirect impact as a mediator on how each intention is affected by flow experience.

The findings of this study present significant suggestions for both researchers and practitioners. First, considering that the competition will become fiercer as the number of coffee shops increases, the importance of providing a competitive advantage will increase gradually. Based on the finding that customer satisfaction, which is one of the important ways of providing a competitive advantage (Dhisasmito and Kumar, 2020), is positively affected by the flow experience, the first recommendation is that companies present a service encounter and service space providing a flow experience. Secondly, innovative marketers, who are engaged in new and better practices that create superior value for targeted customers, should take their experience of them into account to gain satisfaction from a wide range of new product development to the design of the service space. Practitioners wishing to enhance the favourable experience during service encounters must consider flow experience. Thirdly, the findings suggest marketing offerings that create a flow experience in consumers are more likely to be successful in maintaining and promoting customer satisfaction and in positive behavioural intention in favour of firms. For this reason, the fourth recommendation is that the products offered in these stores provide a flow experience, the service delivery atmosphere should be designed in a way that allows socializing and having a good time, and the processes that support the flow experience in the distribution and delivery of services are designed and implemented effectively. Finally, creating message content with flow experience in marketing communication efforts is suggested.

This study can contribute to the marketing literature by confirming the important role of flow experience and satisfaction in consumer behaviour and service marketing. Consistent with previous research (Lu et al., 2019), the flow experience of the consumer was addressed as a key antecedent of satisfaction in this study. The findings imply that customers with experienced flow through the coffee shops are more likely to have higher satisfaction and positive behavioural intentions. It is confirmed that consumers' flow experience can positively affect emotional and behavioural tendencies. Furthermore, it provided empirical evidence that flow experience in global coffee shops could also confirm these results. This study also clarifies the causal relationship between flow experience and behavioural intentions with empirical evidence.

Although the study has some limitations, it sheds light on many critical subjects. Firstly, the sample size and the sampling method used in the study limit the generalizability of the study results. In future studies, it can be possible to generalize using random sampling methods and larger sample sizes. Secondly, this study examined only satisfaction as a mediator. The major findings indicated the partial mediator role of satisfaction which can mean the existence of other variables that can be mediators. Future studies can examine other possible variables (attitude, experimental value, etc.) as mediators. Finally, it would be valuable to examine whether flow experience has a direct effect/dual effect on other behavioural intentions (relationship commitment, continuance, loyalty etc.).

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The author has no conflict of interest to declare.

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